



Wire & Cable Technology

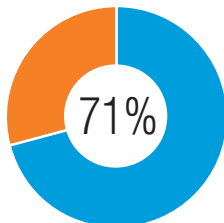
Engineering360



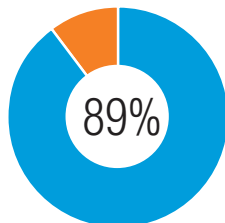
Wire & Cable Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

- Power Cables
- Cable Assemblies
- Cable Manufacturing & Test
- Cable Accessories & Applications

Key Subscriber Facts:

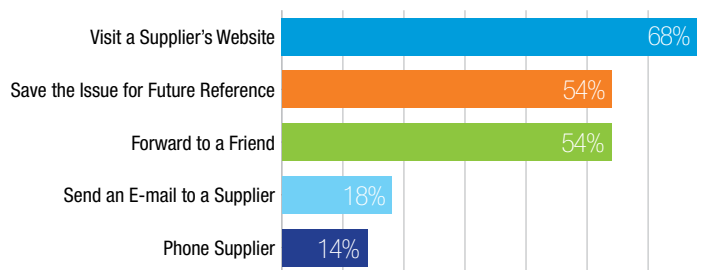


Make or influence company buying decisions

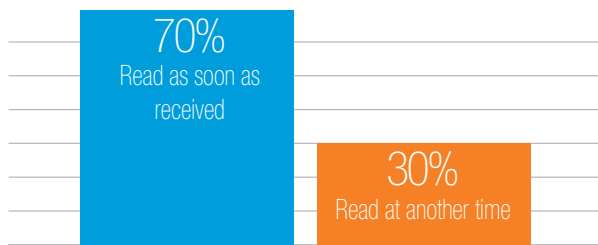


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 67,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	8,700+
Communications - Datacom/Telecom/Wireless/Network	5,000+
General Manufacturing	4,500+
Automotive	3,500+
Industrial Machinery/Tools & Equipment	3,500+
Oil & Gas	3,200+
Utilities/Energy	2,900+
Instrumentation & Controls	2,800+
Education	2,800+
Aerospace & Defense	2,700+
Building & Construction	2,500+
Consumer Products/Electronics	2,400+
Computers, Systems & Peripherals	2,200+
Government	1,400+
Semiconductor & Electronic Components	1,400+
HVAC, Fire Control, Safety	1,300+
Chemicals, Plastics & Rubber	1,200+
Medical Equipment/Instrumentation	1,200+
Fabricated Metals	1,100+
Transportation	900+
Food & Beverage	700+
Agriculture/Forestry	500+
Paper, Printing & Textiles	500+
Biotechnology/Pharmaceuticals	500+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	9,100+

Readership Profile by Job Function

Engineering, Design	11,700+
Technical Support/Services	7,000+
Engineering, Other	6,100+
Engineering, Consulting	5,500+
Marketing/Sales	4,500+
Engineering, Process/Production	3,900+
Purchasing	3,400+
Manufacturing	3,200+
Engineering, Faculty/Staff/Student	2,800+
Research & Development	2,600+
Maintenance/Facilities Management	2,600+
General Corporate Mgmt	2,300+
Architect/Builder/Contractor	1,700+
Project Management	1,500+
Quality Control/Assurance	800+
Unspecified Engineering, Scientific and Technical	7,200+

as of June 2017

For more information, call 1-844-300-3098.

Advertising Levels (discounted rates apply for multiple insertion orders)

Frequency and Distribution Dates: www.globalspec.com/AdSchedule

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Placement	Sample Ad
Banner Ad	300 x 250 pixels	N/A	1	1	Top 1/3	www.globalspec.com/WireCabN
Gold	145 x 210 pixels	50 words	2	4	Top 1/3	www.globalspec.com/WireCabG
Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	www.globalspec.com/WireCabP
Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/WireCabS
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/WireCabB